



Letter from the President

*Roger Scarborough
Founder, CEO
Scarborough International, Ltd.*

It is Your Duty! It is Our Duty!



The government of the United States of America is a government "...of the people, by the people, and for the people". Paul Harvey, a famous broadcaster for more than 50 years, said it best when he said "self government, without self discipline, will not work"! Our government derives its authority from 3 branches of government, the Executive Branch (the President), the Legislative Branch (Congress), and the Judicial Branch (Supreme Court). When we vote for the President and members of Congress, we create a contract with them to represent us, the people! We expect them to govern in the best interest of "the people".

If they do not govern in the best interest of the people, it is our duty to vote them out! It is our duty to be self-disciplined, and straighten the course. Please note it does not matter which party it is, our duty is to use our vote

to make sure it remains a government "of the people". Our congressmen and congresswomen stay in power too long. It gives them too much power and the old adage conquers even the best of them because "power corrupts and absolute power corrupts absolutely".

Our spending is out of control! Our national debt is now approximately 93% of Gross Domestic Product (GDP) while Canada is around 20%. Taxes are too high and going up! The current approach is to give tax breaks to some but not to others. When you create a state or nation where those working and paying taxes are "expected" to subsidize those that are not, you create apathy and a sense of entitlement. Those paying taxes become apathetic because the more they make the more the government takes and the ones receiving money begin to feel entitled. I am not talking about unemployment benefits that "temporarily" help while someone finds another job, I am talking about people believing they are "entitled" to be paid or taken care of during their life. You also create a state where those receiving money from the government feel obligated to vote for the politician or government that is paying them. The government becomes "of some of the people, by part of the people, and for a few of the people". Our government as we know it no longer exists, and it becomes a welfare state.

It is our duty to hold our elected officials accountable to us! If they

know we will vote them out if they cannot work together, compromise together, spend only what they have, and keep the government only where it belongs, they will. Thomas Jefferson was right when he said that the Federal government should only be big enough to keep people from hurting themselves. If they think we are not self disciplined enough to vote them out, they will continue on a course which best serves them and their desire for more power. It is our duty to never let that happen!

The conclusion is simple. If you think your senator or congressman is representing "we, the people" then vote to send them back. If you think they are a pawn of the interests of the party, self serving, or on a different path than you want, it is your duty to vote them out! Oh, by the way, if the next one elected does not do any better, keep this article so you can read it again and remember what to do. After all, it is your right AND your duty! It is our right AND our duty! God bless America!

What do you think?

Your comments and opinions are always welcome and highly encouraged.

Please email:

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Strike That, Reverse it!

Adam Dony

Air Exports, Chicago

France has been hit hard by strikes over the newly proposed retirement age of 62 (raised from 60).

The strikes have affected industry and daily life alike with truckers slowing down the highways at a snail's pace and gas stations running short on fuel. Earlier in the strike, airlines were ordered to bring enough fuel on board for the return trip out of France because the fuel supply was so low.

Le Havre and FOS ports were closed due to strikes briefly and vessels were either delayed or cancelled. Strikers in Marseille have been blocking waste incinerators, causing a huge backlog of rotting garbage which is becoming a health hazard. Some estimates say there are 9,000 tonnes of garbage waiting to be incinerated there.



Despite the public's reaction, the French government, it appears, will sign this proposal into law, confirming the official retirement age to be 62. Meanwhile, President Nicolas Sarkozy's approval rating has fallen to its lowest level since 2007.

Sources:

Guardian.co.uk (25 Oct 2010)

[Associated Press](#)

Questions / Comments

Email adony@scarbrough-intl.com

Pakistan Consol Program - "Smooth Sailing"

Our Pakistan Consol Program is "Smooth Sailing!"

Our unique program offers weekly sailings, allowing better flexibility for you, better transit time, and better options.

Pakistan Consol Details:

CFS Cut off:

- Every Friday with sailing on the following Monday

Transit to New York:

- 21 days

Servicing:

- 47 states in the U.S. from New York
- over 100 CFS stations across USA



please email LCL@scarbrough-intl.com

Customer Service - What Does it Mean?

Amor Abdihodzic
Exports, St. Louis Office

I'm sure that many of you associate "customer service" with 800 numbers, programmed machines, and automated operators. Press one for English? Press 45 for a very specific issue that I just stayed on the phone for 10 minutes to find, and then wait for an actual representative to talk to? I have heard comments such as, "Why is it that when I press one for English, I still don't get someone that speaks English?" "Why can't I just talk to the same person I talked to last time?" "Why doesn't this company care enough to help me out?" Is this what customer service really is?

Customer service is turning into customer disservice. The empty promises of indestructible knives, cars that will go a hundred miles per gallon, the pill that loses weight for you, and your honest auto mechanic have all made the modern consumer very skeptical. It seems as if everyone is a car salesman these days, and buying anything requires finding, reading, and re-reading the super-small print on the back of the envelope. People's houses are being repossessed; hard working farmers are losing their means of making a living, because they made a deal with banks which looked too good to be true, and turned out to be just that. While agents and salespersons were being trained to "sell, sell, sell," even things you can't afford, whatever to whomever. Who were the representatives being trained to provide the customer service for the product or service sold?

As the consumer, the power of where your money goes, who profits and who does not, depends on you. However, the average consumer feels trapped, without anyone looking out for his

best interest. It's like a dog cornered by people wanting to use him, abuse him, and maybe even put him down. There may be one person or organization there to help, but how do you decide who that party is? If you save this dog, you will have a loyal and appreciative companion for life.

The same rule applies to customers; give them a helping hand, and you have a partner for life. It is our mission to reassure our customers that we are here for them, we will not take advantage of them, and we have their best interests in mind.

Since the modern customer has changed and has become less trusting and more frustrated, the term "customer service" needs to change as well. The term "customer service" now has many negative connotations, making it almost ill-advised to use. In this industry, it is almost best not to use the term "customer" at all. Calling someone a customer indicates that your top priority is to sell them service for money. We are all here to make money; that is a given and a mutual understanding which does not need to be overstated. In these times, with everyone feeling like they are running around with a prominent bulls-eye, we would prefer the terms "partner" and "partnership."

In the end, it is a partnership almost bordering on relationship, where trust, honesty, and cooperation are valued and needed for it to grow into a long productive togetherness instead of a cheap, dishonest, quick fling which leaves no one satisfied. It is impossible to grow if the ones around you are dragging you down by not growing proportionally. A tightly formed unity allows both partners to grow, feed off of each other and grow again, helping

each other and promoting future growth.

When you help a friend move, carrying the heavy big screen, the fold-out sofa, and the mattress which has to be shifted and held with one hand to get through the door, your friend will always help you in return. He will compensate you with a life long friendship and, when the time comes, help you move, make dinner, or go out for a drink. The same principle applies to business; however compensation is in capital instead of a series of favors. The top priority needs to be providing second-to-none partnership; the outcome will be the reward, not looking for the reward and making the "service" the outcome.

It is our job to convince our partners, first time partners and long time partners that we are here for them with their interest in mind. It is hard, very hard, to convince potential partners that we are not one of "them"... the ones with well rehearsed lines and sell-tactics, but instead the ones that will do a great job for them because that is our priority. There will be a lot of "I'm not interested;" "go bother someone else;" "I am neck deep in crocodiles;" "I really don't have time;" and the ever so welcomed hang-ups.

Partnership takes time, effort and sacrifice, but the end product is worth it. People are skeptical; it is our job to convince them that to us they are not a dollar, but a person we understand, whose needs we want to not only meet, but exceed expectations, a person we want to make look good in their position at work, and who is a person first and foremost. Not a customer, but a partner.

26 years in business...

It couldn't have happened without you - our partners. We thank you and truly appreciate your business and partnerships! Please join us at the annual party. Invite below!

Mark your calendars. It's that time of the year again, and you are invited to the annual

 **Scarborough International, Ltd.**

Partner/Vendor/Employee

APPRECIATION PARTY!

November 19, 2010

Open house begins at 3:30 pm

DJ & Karoke

Fun!

Beverages

Prizes

"Minute to Win it"

Skews Me BBQ

Dancing

Kansas City Scarborough Location

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Kansas City, MO 64153

816-891-2400

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Sheraton Four Points Hotel

Complimentary transportation will be provided between the Party and the Hotel during all hours of the event. We have negotiated a good rate and encourage you to stay!

For reservations, call:

816-464-2345 / reference Scarborough rate

www.sheraton.com / CODE: 308555



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